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The Sea Coast Echo

The County Paper.

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GULF COAST EDITOR WILL DIRECT EXPENDITURE OF PUBLICITY FUNDS

Ed. Lipscomb Named General Director Mississippi's
Appropriation of \$100,000 for Advertising Purposes—
"Modern Mississippi" Will Be Name of New Magazine—Mississippi Newspapers to Give State
Half Million Dollars.

Ed Lipscomb, managing editor of the Gulfport Guide at Gulfport, was Monday selected as managing director of a \$100,000 advertising campaign for Mississippi as the state advertising commission agreed upon the outline of its program.

Lipscomb will supervise the publication of a booster magazine to be known as "Modern Mississippi," a monthly publication which will make its bow to the public late in October.

An advertising agency will be set up in Jackson immediately and copy for a series of free advertisements to be published in Mississippi newspapers will be drafted and distributed.

Though the commission has not agreed on the complete details of its program, it was definitely determined that most of the \$100,000 appropriation voted by the Legislature will be expended in Mississippi, advertising Mississippi and its resources to Mississippians.

The State Press Association has pledged \$500,000 of free space to the commission, to be used over four years. The first objective of the commission will be in utilizing this space.

A series of page advertisements will be prepared in Jackson for use each month in the daily and weekly newspapers, one page per month. These advertisements will be supplemented by a weekly cartoon.

A series of sound film travelogue pictures, depicting Mississippi's natural resources and advantages, historical points of interest and industrial development, will be exhibited throughout the state.

Painted billboards stationed at the state-line entrances to Mississippi on all federal highways will be erected.

The program calls for a national advertising campaign, but its details have not been agreed upon.

The general program was submitted to the full committee by an executive subcommittee composed of Lipscomb, Lieutenant-Governor J. B. Snider, Senator Ernest Smith of Greenville, C. C. Clark of West Point and Andrew Gainey of Meridian.

ESCAPES DANGER OF FIRE

Otto Roemer, Seated Near
Burning Oil Tank, Quickly
Removed From
Imminent Death.

Otto Roemer, owner and operator of a Shell gasoline service station, located on Old Spanish Trail at the intersection of Washington street, had a narrow escape from burning alive while he sat in his chair in front of his place of business last Saturday evening at about 6 o'clock.

It appears a tender of the Shell Company was filling one of the station's underground tanks with Ethyl gas, carrying the supply from the tank to storage tank in 5-gallon cans, when the fumes from the tank caught on fire from match that was lighted by one of two men talking to Mr. Roemer at the time.

Mr. Roemer, an invalid, was seated in his chair near the opening of the tank and when the gas became ignited he was quickly wheeled from the blaze that was soon leaping high and spreading. This was done in a time quicker than it takes to tell it.

The tender with presence of mind kicked the funnel off the storage tank and thereby closed the opening as well. However, he had spilled the 5-gallon can he was carrying at the time in the maze of excitement. This quickly caught and spread over the building and burned all of its surface that was not fireproof, since the building is of stucco and tile roofing.

A fire extinguisher from the store of Steve Benigno was quickly requisitioned and it was by this means the fire was subdued.

The two gentlemen talking to Mr. Roemer at the time one struck the match to light a cigarette, received severe burns about the hands.

Mr. Roemer's escape was remarkable. It was only by quick action he was saved.

The driver of the truck displayed

REVIEW OF THE MONTH BOOK CLUB TO BE HELD 9TH.

At Spacious Lounge Room
Of the Seagull — Mrs.
Stuart Landry of Orleans
to Speak.

Several departures from the usual will mark the September meeting of the Review of the Month Club. First, instead of occurring on Tuesday, it will be held on Wednesday, the ninth. Instead of meeting in the rooms of the Hancock County Free Library, Mrs. Elmer has graciously offered the spacious and breezy lounge of the Seagull as a meeting place, where a larger-than-usual attendance may sit in cool comfort. Third, the speaker is a reviewer of distinction and wide experience, Mrs. Stuart Landry of New Orleans. The book she has chosen is one which just now is sweeping the country and is unanimously praised by press notices—Gone With the Wind, by Mary Mitchell.

"I had thought," wrote a lady of our acquaintance, "that I had read all I ever cared to read about the War Between the States. I thought everything worth saying about it had been said. But 'Gone With the Wind' made it live all over again, with new facts of its history and new beauty of expression."

With such a treat in store, a large attendance is expected. After the lecture, Mrs. Landry will be entertained at luncheon at The Seagull by Mrs. Carl Marshall and other members of the Library Board.

And—oh yes—fourthly, the admission this month will be twenty-five cents instead of the usual ten. The hour alone is unchanged—ten-thirty.

VANDIVER ASKS TEACHER JOBS RACKET PROBE

The district attorney will be asked to investigate evidence which Robin Weaver, editor of the Neshoba Democrat, declares he has, showing that three counties in Mississippi have a form of "teacher-placement-racketeering," J. S. Vandiver, state superintendent, said.

Mr. Vandiver's statement was called forth by a front-page editorial in Monday's Daily News, which pointed out the findings of Mr. Weaver. School trustees in three counties, Mr. Weaver wrote, have been accepting money from teachers in exchange for promises of jobs.

"Such a situation cannot be tolerated," Mr. Vandiver declared. "I will ask the district attorney and county superintendents of education to investigate such rumors or facts in the three counties alluded to by Mr. Weaver, and I now ask every citizen of Mississippi to fulfill his duty as a citizen and aid in reporting and tracing such rumors. This is a matter for the grand jury if proven true."

"Until I read the editorial in the Daily News, I had not been notified of this situation, but I will not tolerate it. Our school teachers are not well paid enough to lose any amount from their salaries, particularly not through illegal and ruinous practices," the superintendent stated.

"Should such racketeering be allowed to escape punishment, the school system would be wrecked."

Whether our attention is focused on the State as a whole or upon the individuals composing the state, social and physical improvements can come only when there is money to be spent.

Gulf Coast Publisher Made Managing Director Mississippi Advertising



Selected as managing director of the \$100,000 campaign to advertise Mississippi, went to Gulfport nine years ago after graduating from the University of Mississippi and as managing editor of the Mississippi Guide, a weekly publication, has taken an active interest in the civic affairs of the Mississippi coast. He is secretary of the Kiwanis Club and a former director of the Chamber of Commerce. He will move to Jackson with his family in the near future to open the state's advertising commission service. Mr. Lipscomb is also vice president of the Mississippi Coast Press Club and generally identified with every interest calculated to benefit the Coast.

P. T. A. TO HOLD FIRST MEETING

At Central School Next
Tuesday Afternoon—
To Inaugurate Membership Campaign.

The Bay Central P. T. A. will hold its first meeting of the year, Tuesday, September 8th, at 3:30 P. M. at the school. There will be a reception for the teachers following the business session.

Mrs. T. T. Robin, membership chairman, with the assistance of her committee, will start the membership campaign on that day. The cooperation of the public is requested in this worthy cause for the benefit of the school children of the city.

LABOR DAY DANCE AT UNCLE CHARLIE'S THIS MONDAY NIGHT

Labor Day, this Monday, September 7th, will be celebrated with a dance to be given at Uncle Charlie's Nite Club, this city, under the auspices of the local Order of Macabees, Tent 67.

This dance will be conducted exactly the same as at Uncle Charlie's every Saturday night, and promises to be a very enjoyable affair, to which the public is cordially invited.

Music will be furnished by the Blue Melody Orchestra, which has been playing regularly at Uncle Charlie's for some time and is well and favorably known by the dancing public.

The price of admission will be comparatively small—75 cents for gentlemen and 25 cents for ladies.

PASS CHRISTIAN COUNCIL REPEALS ACT OF EXPANSION

Incorporation of Territory
Extending to Henderson's
Point Is Objectionable.

An ordinance extending the corporate limits of Pass Christian to include the Henderson Point area within the municipal boundaries, recently passed by the Pass Christian aldermanic board, was repealed Tuesday night at a meeting of the Mayor and Board of Aldermen.

There was considerable objection manifested to the movement to extend the corporate limits of the city westward to bring the Henderson Point section within the municipal boundaries.

Property owners of the area as well as citizens of the Pineville School District, of which the Henderson Point section is a part, were among those voicing opposition to the plan of the municipality of Pass Christian.

It was pointed out that the extra taxation thus automatically imposed would prove a burden; that property owners in that section could not very well stand the present county tax and in the last analysis there were no valid excuse or reason why the expansion unless it were for the added revenue it might bring the city coffers.

The Board, however, promptly repealed the ordinance, wishing to serve the wishes of the people and not to burden anyone further with the tax tribute.

PASSING AWAY OF LOVELY AND GRACIOUS WOMAN LAST FRIDAY

Mrs. Julian M. Swoop of
New Orleans and Bay
St. Louis, Answers Call

A message laden with much sorrow carried the news from New Orleans Friday that Mrs. Julian M. Swoop, summer resident of Bay St. Louis for many years, had passed away at Mercy Hospital in that city. Mrs. Swoop had been ill from time to time. The last three weeks prior to her death she had been confined to her bed. Thursday her condition took a turn and she was taken to New Orleans by ambulance to the hospital, where the end came the morning following, surrounded by her loved ones.

The funeral took place Saturday morning from the Church of the Immaculate Conception, Baronne St., New Orleans, with a requiem mass. Rev. Father Leo M. Fahey, personal friend of the family, assisted within the high altar rail. Remains were taken to Metairie cemetery to the last resting place.

Mrs. Swoop was a native of New Orleans, born 1873, and was before her marriage Miss Isabel Timony. She was married to the late J. M. Swoop, her husband passing away only a few years ago and ever since her bereavement the weight of sorrow encroached upon her health. She felt the loss of her companion keenly until the end.

She is survived by a sister, Miss Ella Timony, a son, Timony Swoop and two daughters, Mrs. William Nott and Mrs. Andrew Hilarey, all of New Orleans, and equally well known here for their residence in Bay St. Louis during the summer and fall months.

Mrs. Swoop was socially prominent, however, she was a lover of home. She had lived and devoted her time to her husband and to her children, contributing at all times to their comfort and happiness.

She was a most gracious woman. Gentle, of charming manner and her kindness knew no bounds. Her charities were many, although little known for she was modest and none but few knew of the many kindnesses she had showered on others.

A consistent member of her faith and church, Mrs. Swoop was a devout Catholic and her religion was backed both by faith and works. In the passing away of this unusual woman, the family, friends and others as well as the church have lost a good and faithful friend; one who was unselfish in her benefactions and endeavors.

Her passing away removes a beautiful character, but the memory of one who had meant so much in life is both an inspiration to others like if both an inspiration to others and a contributing factor to the effort to make the world a better place in which to live; to those who knew her she will ever be enshrined in their memory.

AT DONALDSONVILLE

Bro. Edmund, formerly of St. Stanislaus college faculty, and last year at Baton Rouge, has been transferred to Donaldsonville, La., where he recently arrived and assumed his new post. Bro. Edmund is well known locally. Bro. Edmund, year before last, was the active and executive head of The Rockchaw, the college publication.

WINDJAMMERS' YACHT CLUB TO HOLD REGATTA MONDAY 7, LABOR DAY

Coast And New Orleans Fleets Will Add to Occasion—
Biloxi, Gulfport and Pass Christian To Be Represented;
Coast Guard Board to Be Present.

The Annual Labor Day regatta at Bay St. Louis, will be sailed over the inner course of the Windjammers Yacht Club this year. The larger classes will sail the course twice and the smaller boats will round the triangle once.

From the Southern Yacht Club the Stars and the One Designers will race to Bay St. Louis, accompanied by a Coast Guard boat. Biloxi is sending down a number of her sloops and catboats, while a good part of the fleet from Gulfport and Pass Christian are also expected.

The Clubs Fleet or motor boats which is fast becoming the largest and most beautiful on the Mississippi Coast will be on hand to furnish the Labor Day crowds from New Orleans and the coast towns a beautiful sight. Keen competition is expected all the way down the line from the large sloops to the Dinghies. John McDonald's Cinderella and Billy Ferguson's Minette II, have been racing closely during the warm up races and should give the spectators their biggest thrill.

The preparatory gun will be fired at 2:30, and the classes will start at five minute intervals thereafter.

MAN KILLED WHEN AUTO UPSETS

John Cameron, Middle Aged
White Man Instantly
Killed on Country
Road

John Cameron, aged white man, was instantly killed Thursday morning, at 8:30 o'clock, according to information reaching The Echo prior to going to press Thursday noon.

It appears Cameron was among the passengers in an automobile driven by F. J. Ladner, also resident of Hancock county, while traveling on the Poplarville-Pass Christian road, and the car turned over when Ladner lost control of the wheel, as a result of trying to pull out of a rut.

None others including R. D. Farrell were hurt save for a shaking up. The car was owned by the driver's uncle, Philomine Ladner. Cameron's neck was broken and his chest crushed in.

Mr. Conrad Sick, young son of Mr. and Mrs. Conrad Sick of Bay St. Louis, was quietly married Saturday, August 29, 1936, to Mrs. Edie M. Ladner, resident of Pine Hills.

The attendants were John Sick and Miss Helen Hancock. The groom is an industrious and exemplary young man while the bride is a splendid and most estimable young woman.

Mr. and Mrs. Sick are making their home for the present at Pine Hills. He will continue his business in Second near Main street, as usual regardless of the change of residence.

Friends of the contracting parties extend heartiest congratulations and best wishes for a long and happy life.

Quietly Married Last Saturday

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FINAL STATE 4-H STATE CONTEST FOR GIRLS AT JACKSON

At State Fair October 23-
24—Three From Hancock
Eligible to Enter

Jeanette Hunter Assistant Home Demonstration Agent states that the Final State 4-H Club Contest for girls will be held in Jackson during the Mississippi State Fair, October 23-24.

Three Girls from Hancock county will be eligible to enter this contest. The contest that they are to enter and the girls are as follows:

Style Dress Revue Class 1—Dorothy Arendale, Logtown; Public Demonstration Class 1—Rosemary Holderith and Marie Hilda Leonard, Waveland.

These contestants were chosen by the Extension Specialist at State College on the high scores from the records submitted for Club Congress.

BAPTISTS' 5000 CLUB STARTS

Drive Has Gulf Coast Com-
mittee with Members
From Bay St. Louis—
Big Work

With nearly all workers secured in the Baptist Associations of Mississippi, Baptists of the State are developing from their district meetings in a concerted effort to secure ten memberships per worker within the next two weeks in their objective to pay off the bonded indebtedness of the Mississippi Baptist State Convention, which amounts to \$520,000 thru the 5,000 club. "Gripped by the gravity of the situation, Mississippi Baptists are determined to strike the shackles of denominational advance in all Baptist work, local, state-wide, south-wide and world-wide," Frank E. Skilton, general chairman of the 5000 Club stated.

Chairman and workers for the Gulf Coast Association are W. S. Allen, Pass Christian, Mrs. G. C. Hodge, Mrs. A. G. Mosley, of Biloxi, S. A. Baker, Meadames J. H. Mathews and J. R. Goff, of Gulfport, W. W. Stockstill, of Bay St. Louis, Mr. and Mrs. R. P. White, of Long Beach, L. L. Smith, of Lyman, and Mrs. W. H. Lassere, of Handsboro.

City Deputy Officer Gerald Price arrested a man a few days ago who was attempting to steal a bicycle. The officer suspected the bike was stolen and began a volley of questions that the man fled and left. The bike was taken into Price's custody and he soon found the owner, young Mark Smith, son of Mr. and Mrs. Carl Smith, who is grateful for its return and is appreciative of Price's fine piece of police work.

Fountain Beautifies Exposition



WORLD'S FAIR OFFICE FRONT.—One of the picture spots of the \$25,000, 000 Texas Centennial Exposition which opened in Dallas June 6, is the changing-color fountain and pool before the Administration Building, which reflects the beautiful mural over the lobby door.

THE SEA COAST ECHO

CONSTRUCTIVE FORCE IN THE COMMUNITY
ECHO BLDG.

Forty-Fifth Year of Publication
Chas. G. Moreau, Editor and Publisher.

Official Journal Hancock County
Official Journal City of Bay St. Louis.

Member National Editorial Association.
Member State Press Association.

Subscription Terms, \$2.00 Per Annum
Always in Advance.

Entered as Second-Class Matter at the Postoffice, at
Bay St. Louis, Miss., under Act of March 3, 1879.

RAILROAD MUST KEEP PACE.

RECORDS this year indicate the passing summer witnessed a revival of railroad travel so popular in former years.

Automobiles and other forms of transportation have made disastrous inroads in railroad cash receipts and as a result of falling off of patronage transportation companies have allowed their facilities to disintegrate in equal or comparative proportion.

But a revival of railroad travel has taken place. It follows improved transportation facilities. Better and quicker schedules are maintained, better service and new features are maintained, such as air conditioning and all that tends to give the traveler comfort and luxury at his mere beckoning.

This was imperative. Railroads had to give newer trains, such as streamlines, running quicker and smoother and attendants are now so coached as to approach perfection.

While we do not believe railroads have reached the pinnacle of success to which they are destined, neither do we believe that their service has been completed. Far from it.

Trains must travel quicker at a maximum of speed and always with the maximum of safety.

While all of these improvements have taken place and patronage resulted manifold therefrom, the day coaches are sadly neglected in general. We still see the old coaches with antiquated equipment and no effort made to improve the service. Because of seniority, older men continue to serve as conductors and they, too, grow older with the foul-smelling coaches.

Just as one gets exactly what he pays for, just that amount of patronage will railroads be accorded if their facilities be lacking or improved to the most ultra modern. Bus lines are now using new coaches of streamline design and luxuriously equipped.

This is a good week in which to read a book, or better still write one if you can get it published and make some money out of the venture.

SPECIAL SESSION OF LEGISLATURE.

GOVERNOR White announces a special session of the Mississippi Legislature this month. There will be various subjects to be discussed and disposed of.

Governor White's chief project, however, is to call the lawmakers in this extraordinary session in order his program of balancing agriculture with industry may become an accomplished fact.

This program was first given to the public at a regular annual meeting and outing of the Mississippi State Press Association, held at Gulfport during June, when it was endorsed by the press.

A link of this program, adopted by last session of the Legislature, makes possible the use of a one-hundred-thousand-dollar fund for advertising the State.

Governor White recognizes Mississippi potentially is an agricultural State. But this, he says, is not sufficient. It is an over balanced factor in our economic structure and must be balanced. Hence, establishing manufacturing plants in Mississippi will provide for that balancing power.

Other subjects might be included in the Governor's call. But it will be for Mississippi's betterment, for the amelioration of conditions for the people; that they may gain more means of livelihood, live better and contribute more to the substantial progress of the State. One may rest assured the forthcoming session is for constructive purposes only. That this will be accomplished there is no doubt.

Governor White has all his life been an industrialist.

Personally we believe it is a good thing for the residents of Bay St. Louis to stick together in business ways and thus help each other along.

JORDAN RIVER ESTATES.

HARDSURFACING the Bay-Kiln roadway, connecting Bay St. Louis with the Jordan river section will prove of more value than passing interest.

It is fact waterfront values along Jordan river near Bay St. Louis have taken an upturn within very recent time. It might not be generally known but a number of beautiful estates have been created and the prospect for more is assuring.

The waters of Jordan river and tributary bayous offer much for fishing and boating, the setting for a home rivets one's admiration and nowhere hardly exists a combination of forest and stream as in the Jordan River-Bay St. Louis section.

Hardsurfacing of the new highway means for better and quicker transportation, and always adding to values. It is possible for the New Orleans business man to maintain either a summer or country home at this intersection of Bay and river and to commute between city and country.

The inclination is to get away from the cities and towns, to be nearer nature and to live where it was intended for man to abide, in the open spaces.

New Orleansians will appreciate this section. And this is best proven that residents of that city have already formed a nucleus for a colony of estates.

May completion of the roadway be hastened.

PAT'S LITTLE RED AND BLACK BOOK.

AUTHORITATIVE press reports are to the effect Senator Pat Harrison is quoted that he has two books, figuratively speaking, a red and a black one. He will use them in future.

The inference, according to close friends, who so advise, Pat will make active use of the "little red book" and also the "little black book." The second contains names of individuals non persona gratis and who will be dealt with accordingly. They will receive no favors and their pleas for patronage will be given a deaf ear. There will be no mercy.

Recently Senator Harrison emerged victoriously from one of the most dastardly and vilest political campaigns possible. He was the innocent object of venomous battle and personal spite. Not only was he the victim of a lying campaign, abuse, and vituperative attack, but here was the spectacle of a United States Senator, his colleague, actively participating in the campaign as if he were the opposing candidate—but far from the decency of that, at least, expected from a rival candidate.

There were many tracers, too, it is charged. They can hardly expect to be recognized. Traitors are put to death. Judas Iscariot hanged himself. This is the black book.

In the little red book we understand are the names of men and women who had all along recognized Pat's splendid service and the bounty of patronage he had brought not only to thousands but to every community of the State. They were grateful. If they were not direct beneficiaries, they were cognizant that Mississippi had a great man as their representative at court.

To many who did not vote for Pat because of an honest difference of opinion and personal preference, there can be no objection. That is one's privilege. It is vouchsafed to all.

But too many beneficiaries turned on their friend, listened to the defamer of character and failed to recognize Pat's worth at the Nation's capital and "walked out" on him at a time opportune to manifest at least a bit of gratitude and when it would have meant most.

There will not be a personal reckoning. We know Pat too well. He is above that. But there will be a political reckoning. The ax is going to fall. And it will cut clean. None will be spared. Pat's friends have demanded that. Their wish will prevail.

Nearly one-third of the counties of the United States are on the official drought list, which shows you how dry it can be in this country.

TO DIRECT GREAT ADVERTISING CAMPAIGN.

A WORKER for the Mississippi Gulf Coast, capable and endowed with both ability and capacity for work has been appointed to one of the most important positions in the State of Mississippi.

Ed. Lipscomb, editor Mississippi Guide, at Gulfport, received the appointment this week of director general of an advertising campaign that will be started immediately—to sell Mississippi to Mississippians and to the outside world. He will move with his family to Jackson as early as possible and reside there where headquarters are to be established.

During the last session of the Legislature a bill made possible an appropriation of \$100,000.00, to be expended in advertising Mississippi. A commission was duly appointed by Governor White and Lipscomb was appointed one of the number.

The appointment of Editor Lipscomb is a splendid one and receives the unanimous endorsement of press and people. He is a young man with energy, one who generates ideas, and will fill the new position that has come to him, without solicitation, in a most acceptable manner.

He will have the hearty co-operation of every newspaper man in the State; he will be assisted by his co-workers and we know that no appropriation of similar-sized fund will be better and more advantageously spent. He will get value received, a dollar's worth of service for every dollar expended.

Even a great State like Mississippi needs advertising. It is a good thing. The business man cannot successfully do without it. Mississippi is standing still. Advertising means for forward march.

In congratulating our friend, Lipscomb, on the occasion of this merited appointment that has come to him, we feel the State of Mississippi and its people are to be congratulated with equal emphasis.

It is with regret we note he will leave the Gulf Coast, but even at that the Coast will not lose one of its best friends.

The vacation season is almost over but some people can save their lives, even now, if they will not take chances out swimming.

IRRESPONSIBLE AUTO DRIVERS.

A N authority calls attention to a cause of many automobile accidents. He says the average driver is lazy. Too indolent to hold his hand out when he should, too lazy to sit up and take notice but pursues his work along the line of least resistance.

This information comes to The Echo over radio. No doubt others heard it as well.

This might be true to considerable extent. One cannot deny it. But the truth is there are too many indifferent drivers, youth and men who lack sense of responsibility, who take a chance, cars operated at night with one light and entirely too many old cars on the roads.

It has been our observation that the average car doing the damage is an old one, with faulty tires and generally it is the overcrowded car that gives the biggest tragedy. It is a crime to crowd the driver, to over crowd the car with occupants who divert the mind of the driver by useless conversation.

In other words there are too many irresponsible people and children driving automobiles over our city streets and highways today. A driver should stand an examination, his sight tested and finally properly licensed. There is no sense in allowing children to drive. They cannot be expected to exercise proper judgment in the event of emergency.

Take the auto fanatic off the road. Graveyard congestion will be considerably relieved.

IT'S TRUE! By Wiley Padan

SEVEN YEARS AGO, COCA VITHESSON PLAYED THE ADULT PART OF "PICCADILLY JIM".

IN THE LAST STAGE APPEARANCE OF MISS EVANS, BEFORE SHE WENT TO HOLLYWOOD... NOW, MISS VITHESSON HAS GONE TO HOLLYWOOD TO MAKE HER FILM DEBUT AS MISS EVANS' MOTHER IN "PICCADILLY JIM".

ROBERT MONTGOMERY'S BOYISH AMBITION WAS TO BE A RADIO OPERATOR.

30

THIRTY YEARS AGO, ROBERT MONTGOMERY ARRIVED IN HOLLYWOOD. HE CELEBRATES BY DIRECTING "PICCADILLY JIM", HIS 75th PICTURE!

Charming BILLIE BURKE ADDS TO THE GAIETY OF THIS LONDON & NEW YORK COMEDY.

ROBERT BENCHLEY IS IN THIS GAY, HILARIOUS P.G. NOVELHOUSE PLAY.

New York, N. Y.—"IT'S TRUE!" that the pretty girl who taught the Prince of Wales—now King Edward VIII of Great Britain—how to sing, is to start her American screen career in one of the featured roles in Metro-Goldwyn-Mayer's "Piccadilly Jim," says Wiley Padan.

"She is Phyllis Clare, English screen and stage star who recently arrived in Hollywood under contract to M-G-M. At a royal gathering a few years ago, she met the Prince of Wales, who asked her to teach him a song. They made a bargain: Miss Clare would teach him to sing if His Royal Highness would teach her his latest dance step; and the bargain was fulfilled. Since then, her British admirers have known her as 'the royal, singing teacher'."

State May Pay Innocent Man Once Doomed

Asheboro, N. C.—A petition was circulated here asking the legislature to compensate Gus Langley, who twice escaped the electric chair by a matter of minutes, and then proved his innocence.

Langley, 33, a former house painter who now lives in Morris Plains, N. J., spent three years in prison and while there he painted the warden's quarters and other buildings.

For his work, as well as for his attorney, M. F. Brittain, said the legislature will be asked to reimburse him.

Four years ago Langley was convicted for the holdup murder of a filling station operator. Langley claimed he was en route from Wilmington to Asheville at the time.

A few minutes before he was to die in the electric chair, he won a reprieve. Months passed. The reprieve ran out. A new execution date was set. He got another 11th hour lease on life.

Pardon Commissioner Edwin Gill held an informal hearing at Wilmington and witnesses substantiated Langley's claim that he was in Wilmington the day before the crime.

An actual test showed Langley could not have left Wilmington at the time it was established he did, and reach Asheville, on the other extremity of the state, by the time the murder was committed.

He was freed by executive clemency.

45.39 CENTS

Army quartermasters, buying food for the CCC camps, believe that food prices will go up around twenty per cent next year. The cost of feeding one recruit one day was 45.35 cents in July.

BORAH

Senator Borah may be in for a hard fight in the election this fall. This is seen from the fact that the Democratic primary, which selected his opponent, attracted more voters than the Republican primary which renominated the Senator.

Conflict of Federal and State laws is seen in new profits tax.

MY LITTLE HOUSE OF MEMORIES

Oh let me open the windows wide,
My little house of memories;
Let sunshine flood the floor,
The blessed light from out love's skies.

Oh, let the winds a tender message blow,
From all the ghosts who here now glide;
How sweet the past its gentle shades will throw,
Where once in youth it did abide.

Oh pass beneath the door open once more,
And let the spirits softly sing;
I see the little footprints on the floor,
Where babies ran in joy in spring.

Oh, little house of Memories so dear,
I'll steal and bring you far away;
In twilight silence I will feel you near,
In whispering sighs of parting day.

Oh, House of Memory, I close the gate,
And lock the door and windows tight;
But in my heart a place for you will wait,
And ever find a bower bright.

—RUFORD J. LINGCOLN.

Starkville Man Named Colonel on White Staff

Lavelle W. Brown, Starkville attorney, announces his appointment by Governor Hugh White to become a member of the staff of colonels.

Chairman of the Oktibbeha Democratic Executive Committee, Col. Brown has taken an active part in Mississippi politics and attended the Democratic national convention with Gov. White as a delegate.

Col. Brown will be a member of the governor's party in Dallas on October 24 when Mississippi Day will be held at the Texas Centennial.

The Mississippi State-T. C. U. football game will be a feature of the day. He will also be a member of the governor's party this week-end at Biloxi where Gov. White and Gov. Leche of Louisiana will compete in a yacht race.

Mrs. Owen Quits Diplomatic Post; Stumps For FDR

Formal preparation was under way at the state department at Washington to notify towering Christian X, king of Denmark and Iceland, that Mrs. Ruth Bryan Owen Rohde had resigned her portfolio as American minister at Copenhagen.

Although America's first woman diplomat has become a member of the Danish court by her recent marriage to Captain Boerge Rohde of King Christian's bodyguard, it was said that the Danish ruler would be informed of the resignation—not of Kammerjunkene Rohde but of Madame Minister Owen.

With her Danish husband as chauffeur, Mrs. Rohde intends to tour the mid-west in a trailer, making stump speeches as a private citizen for Candidate Roosevelt.

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South Beach, Bay St. Louis, Miss.

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All classes of beauty work done by Graduate Operator

STELLA GEX, Proprietor

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Fishing out a \$100 banknote from among some \$1,000 notes, he said:

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FINE printing means fine correspondence, whether it's personal or business. It helps to make and hold contracts, it is impressive and dignified. Use printed communications and you will establish new contacts. Prices are low now.

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Job Department

The Sea Coast Echo

CHAS. G. MOREAU
Bay St. Louis, Miss.

Summer Visitors to This Section Outnumber All Counts and Surpass All Records.

The Many Visitors and Others Here for the Entire Summer will find every banking convenience at

Merchants Bank & Trust Co.

On the Beach and R. R. Crossing.
Member of Federal Deposit Insurance Corporation.

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CONSTRUCTIVE FORCE IN THE COMMUNITY
ECHO BLDG.

Forty-Fifth Year of Publication
Chas. G. Moreau, Editor and Publisher.

Official Journal Hancock County
Official Journal City of Bay St. Louis.

Member National Editorial Association.
Member State Press Association.

Subscription Terms, \$2.00 Per Annum
Always in Advance.

Entered as Second-Class Matter at the Postoffice, at
Bay St. Louis, Miss., under Act of March 3, 1879.

RAILROAD MUST KEEP PACE.

RECORDS this year indicate the passing summer witnessed a revival of railroad travel so popular in former years.

Automobiles and other forms of transportation have made disastrous inroads in railroad cash receipts and as a result of falling off of patronage transportation companies have allowed their facilities to disintegrate in equal or comparative proportion.

But a revival of railroad travel has taken place. It follows improved transportation facilities. Better and quicker schedules are maintained, better service and new features are maintained, such as air conditioning and all that tends to give the traveler comfort and luxury at his mere beckoning.

This was imperative. Railroads had to give newer trains, such as streamlines, running quicker and smoother and attendants are now so coached as to approach perfection.

While we do not believe railroads have reached the pinnacle of success to which they are destined, neither do we believe that their service has been completed. Far from it.

Trains must travel quicker at a maximum of speed and always with the maximum of safety.

While all of these improvements have taken place and patronage resulted manifold therefrom, the day coaches are sadly neglected in general. We still see the old coaches with antiquated equipment and no effort made to improve the service. Because of seniority, older men continue to serve as conductors and they, too, grow older with the foul-smelling coaches.

Just as one gets exactly what he pays for, just that amount of patronage will railroads be accorded if their facilities be lacking or improved to the most ultra modern. Bus lines are now using new coaches of streamline design and luxuriously equipped.

This is a good week in which to read a book, or better still write one if you can get it published and make some money out of the venture.

SPECIAL SESSION OF LEGISLATURE.

GOVERNOR White announces a special session of the Mississippi Legislature this month. There will be various subjects to be discussed and disposed of.

Governor White's chief project, however, is to call the lawmakers in this extraordinary session in order his program of balancing agriculture with industry may become an accomplished fact.

This program was first given to the public at a regular annual meeting and outing of the Mississippi State Press Association, held at Gulfport during June, when it was endorsed by the press.

A link of this program, adopted by last session of the Legislature, makes possible the use of a one-hundred-thousand-dollar fund for advertising the State.

Governor White recognizes Mississippi potentially is an agricultural State. But this, he says, is not sufficient. It is an over balanced factor in our economic structure and must be balanced. Hence, establishing manufacturing plants in Mississippi will provide for that balancing power.

Other subjects might be included in the Governor's call. But it will be for Mississippi's betterment, for the amelioration of conditions for the people; that they may gain more means of livelihood, live better and contribute more to the substantial progress of the State. One may rest assured the forthcoming session is for constructive purposes only. That this will be accomplished there is no doubt.

Governor White has all his life been an industrialist.

Personally we believe it is a good thing for the residents of Bay St. Louis to stick together in business ways and thus help each other along.

JORDAN RIVER ESTATES.

HARDSURFACING the Bay-Kilm roadway, connecting Bay St. Louis with the Jordan river section will prove of more value than passing interest.

It is fact waterfront values along Jordan river near Bay St. Louis have taken an upturn within very recent time. It might not be generally known but a number of beautiful estates have been created and the prospect for more is assuring.

The waters of Jordan river and tributary bayous offer much for fishing and boating, the setting for a home rivets one's admiration and nowhere hardly exists a combination of forest and stream as in the Jordan River-Bay St. Louis section.

Hardsurfacing of the new highway means for better and quicker transportation, and always adding to values. It is possible for the New Orleans business man to maintain either a summer or country home at this intersection of Bay and river and to commute between city and country.

The inclination is to get away from the cities and towns, to be nearer nature and to live where it was intended for man to abide, in the open spaces.

New Orleansians will appreciate this section. And this is best proven that residents of that city have already formed a nucleus for a colony of estates.

May completion of the roadway be hastened.

PAT'S LITTLE RED AND BLACK BOOK.

AUTHORITATIVE press reports are to the effect Senator Pat Harrison is quoted that he has two books, figuratively speaking, a red and a black one. He will use them in future.

The inference, according to close friends, who so advise, Pat will make active use of the "little red book" and also the "little black book." The second contains names of individuals non persona gratis and who will be dealt with accordingly. They will receive no favors and their pleas for patronage will be given a deaf ear. There will be no mercy.

Recently Senator Harrison emerged victoriously from one of the most dastardly and vilest political campaigns possible. He was the innocent object of venomous battle and personal spite. Not only was he the victim of a lying campaign, abuse, and vituperative attack, but here was the spectacle of a United States Senator, his colleague, actively participating in the campaign as if he were the opposing candidate—but far from the decency of that, at least, expected from a rival candidate.

There were many tracers, too, it is charged. They can hardly expect to be recognized. Traitors are put to death. Judas Iscariot hanged himself. This is the black book.

In the little red book we understand are the names of men and women who had all along recognized Pat's splendid service and the bounty of patronage he had brought not only to thousands but to every community of the State. They were grateful. If they were not direct beneficiaries, they were cognizant that Mississippi had a great man as their representative at court.

To many who did not vote for Pat because of an honest difference of opinion and personal preference, there can be no objection. That is one's privilege. It is vouchsafed to all.

But too many beneficiaries turned on their friend, listened to the defamer of character and failed to recognize Pat's worth at the Nation's capital and "walked out" on him at a time opportune to manifest at least a bit of gratitude and when it would have meant most.

There will not be a personal reckoning. We know Pat too well. He is above that. But there will be a political reckoning. The ax is going to fall. And it will cut clean. None will be spared. Pat's friends have demanded that. Their wish will prevail.

Nearly one-third of the counties of the United States are on the official drought list, which shows you how dry it can be in this country.

TO DIRECT GREAT ADVERTISING CAMPAIGN.

A WORKER for the Mississippi Gulf Coast, capable and endowed with both ability and capacity for work has been appointed to one of the most important positions in the State of Mississippi.

Ed. Lipscomb, editor Mississippi Guide, at Gulfport, received the appointment this week of director general of an advertising campaign that will be started immediately—to sell Mississippi to Mississippians and to the outside world. He will move with his family to Jackson as early as possible and reside there where headquarters are to be established.

During the last session of the Legislature a bill made possible an appropriation of \$100,000.00, to be expended in advertising Mississippi. A commission was duly appointed by Governor White and Lipscomb was appointed one of the number.

The appointment of Editor Lipscomb is a splendid one and receives the unanimous endorsement of press and people. He is a young man with energy, one who generates ideas, and will fill the new position that has come to him, without solicitation, in a most acceptable manner.

He will have the hearty co-operation of every newspaper man in the State; he will be assisted by his co-workers and we know that no appropriation of similar-sized fund will be better and more advantageously spent. He will get value received, a dollar's worth of service for every dollar expended.

Even a great State like Mississippi needs advertising. It is a good tonic. The business man cannot successfully do without it. Mississippi is standing still. Advertising means for forward march.

In congratulating our friend, Lipscomb, on the occasion of this merited appointment that has come to him, we feel the State of Mississippi and its people are to be congratulated with equal emphasis.

It is with regret we note he will leave the Gulf Coast, but even at that the Coast will not lose one of its best friends.

The vacation season is almost over but some people can save their lives, even now, if they will not take chances out swimming.

IRRESPONSIBLE AUTO DRIVERS.

AN authority calls attention to a cause of many automobile accidents. He says the average driver is lazy. Too indolent to hold his hand out when he should, too lazy to sit up and take notice but pursues his work along the line of least resistance.

This information comes to The Echo over radio. No doubt others heard it as well.

This might be true to considerable extent. One cannot deny it. But the truth is there are too many indifferent drivers, youth and men who lack sense of responsibility, who take a chance, cars operated at night with one light and entirely too many old cars on the roads.

It has been our observation that the average car doing the damage is an old one, with faulty tires and generally it is the overcrowded car that gives the biggest tragedy. It is a crime to crowd the driver, to over crowd the car with occupants who divert the mind of the driver by useless conversation.

In other words there are too many irresponsible people and children driving automobiles over our city streets and highways today. A driver should stand an examination, his sight tested and finally properly licensed. There is no sense in allowing children to drive. They cannot be expected to exercise proper judgment in the event of emergency.

Take the auto lunatic off the road. Graveyard congestion will be considerably relieved.

IT'S TRUE! By Wiley Padan

Madge EVANS
IN THE LAST STAGE APPEARANCE OF
MISS EVANS BEFORE SHE WENT TO
HOLLYWOOD... *Now* MISS EVANS
HAS GONE TO HOLLYWOOD TO
MAKE HER FILM DEBUT AS
MISS EVANS' MOTHER IN
M.G.M.'S "PICCADILLY JIM!"

ROBERT MONTGOMERY'S
BOVISH AMBITION
WAS TO BE A
RADIO OPERATOR.

ROBERT BENCHLEY
IS IN THIS GAY,
HILARIOUS P.G.
WODEHOUSE
PLAY.

THIRTY YEARS
AGO, ROBERT
Z. LEONARD
ARRIVED IN
HOLLYWOOD.
HE CELEBRATED
BY DIRECTING
"PICCADILLY
JIM," HIS 75th
PICTURE!

Charming BURLAKE
ADDS TO THE GAIETY & THIS
LONDON & NEW YORK COMEDY.

New York, N. Y.—"IT'S TRUE!" that the pretty girl who taught the Prince of Wales—now King Edward VIII of Great Britain—how to sing, is to start her American screen career in one of the featured roles in Metro-Goldwyn-Mayer's "Piccadilly Jim!" says Wiley Padan.

"She is Phyllis Clare, English screen and stage star who recently arrived in Hollywood under contract to M.G.M. At a royal gathering a few years ago, she met the Prince of Wales, who asked her to teach him a song. They made a bargain: Miss Clare would teach him to sing if His Royal Highness would teach her his latest dance step; and the bargain was fulfilled. Since then, her British admirers have known her as 'the royal singing teacher'."

State May Pay Innocent Man Once Doomed

Asheboro, N. C.—A petition was circulated here asking the legislature to compensate Gus Langley, who twice escaped the electric chair by a matter of minutes, and then proved his innocence.

Langley, 33, a former house painter who now lives in Morris Plains, N. J., spent three years in prison and while there he painted the warden's quarters and other buildings.

For his work, as well as for his attorney, M. F. Brittain, said the legislature will be asked to reimburse him.

Four years ago Langley was convicted for the holdup murder of a filling station operator. Langley claimed he was en route from Wilmington to Asheville at the time.

A few minutes before he was to die in the electric chair, he won a reprieve. Months passed. The reprieve ran out. A new execution date was set. He got another 11th hour lease on life.

Pardon Commissioner Edwin Gill held an informal hearing at Wilmington and witnesses substantiated Langley's claim that he was in Wilmington the day before the crime.

An actual test showed Langley could not have left Wilmington at the time it was established he did, and reach Asheville, on the other extremity of the state, by the time the murder was committed.

He was freed by executive clemency.

45.39 CENTS

Army quartermasters, buying food for the CCC camps, believe that food prices will go up around twenty per cent next year. The cost of feeding one recruit one day was 45.35 cents in July.

BORAH

Senator Borah may be in for a hard fight in the election this fall. This is seen from the fact that the Democratic primary, which selected his opponent, attracted more voters than the Republican primary which renominated the Senator.

Conflict of Federal and State laws is seen in new profits tax.

MY LITTLE HOUSE OF MEMORIES

Oh let me open the windows wide,
My little house of memories;
Let sunshine flood the floor,
The blessed light from out love's skies.

Oh, let the winds a tender message blow,
From all the ghosts who here now glide;
How sweet the past its gentle shades will throw,
Where once in youth it did abide.

Oh pass beneath the door open once more,
And let the spirits softly sing;
I see the little footprints on the floor,
Where babies ran in joy in spring.

Oh, little house of Memories so dear,
I'll steal and bring you far away;
In twilight silence I will feel you near,
In whispering sighs of parting day.

Oh, House of Memory, I close the gate,
And lock the door and windows tight;
But in my heart a place for you will wait,
And ever find a bower bright.

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GOV. WHITE ANNOUNCES SUBJECTS HE WILL URGE AT SPECIAL SESSION

Three Main Subjects Listed, To 'Balance Agriculture With Industry,' To Secure Federal Funds For Natchez Trace and to Cure Deficits.

Jackson, Miss., Sept. 2.—Mississippi may sell her highway bonds to the federal government rather than to private investment houses, it appeared probable today when Governor Hugh White listed the three subjects he said he would submit to an extraordinary session of the Legislature.

Revamping of the present Highway Revenue Act to finance Mississippi's \$13,000,000 road-building program was not included.

The chief executive did not specifically bar the highway legislation, but he did not mention it at all.

Three Subjects Listed

The three subjects which he said he will submit to the session, which he expects to call within a week, probably for September 15, are:

1. A legislative program to "balance agriculture with industry in Mississippi."
2. Adequate legislation for securing federal funds for the Natchez Trace parkway, with a possible appropriation to aid counties in purchasing rights of way for the trace.
3. Legislation to permit certain state institutions which have incurred deficits because of a change in the fiscal year to cover the deficits out of the biennial appropriation.

Work to Be Speeded

In a statement continued chiefly to a discussion of his industrial program, Governor White said the work of the special session should be completed within a week after it begins.

The fact that the chief executive did not mention any clarifying amendments to the Highway Revenue Act adopted at the regular session early in the year came as a surprise.

It was expected that minor amendments would be made to the law to meet objections of bond buyers.

From a semi-official source, it was understood that some bond buyers sought to have the state pledge more than one and one-quarter cents of the six-cent gasoline tax toward retirement of the road-building bonds.

Governor White is known to be opposed to such a change, and it is believed he would offer the entire issue of \$15,000,000 to the PWA at 4 percent rather than materially change the present law.

The road program is a PWA project, on a 55-45 per cent basis, and the state is eligible for a PWA loan if it is desired.

Quitting

Youth—My love for your daughter knows no bounds. I cannot live without her.

Her Papa—Young man, you may die peacefully and without worry. I promise you I'll defray all the funeral expenses.

SECTIONAL RALLIES HELD BY CHURCHMEN IN WAVELAND SECTION

Gulfside Scene of Closing Program of 12th Annual Session of Area Council

Bishop A. P. Shaw of the New Orleans area of the Methodist Episcopal Church, on the closing program of the annual session of the area council of the New Orleans diocese held Wednesday at Gulfside Recreational Center, Waveland, said the session was attended by ministers and lay delegates from all churches and institutions of learning of the Methodist Episcopal denomination in the states of Alabama, Mississippi, Louisiana and Texas.

The council program was featured by sectional meetings. The ministerial and district superintendents group was directed by Rev. S. S. Forsyth of Chicago, representative of the department of religious education; the rural pastors division was directed by Rev. H. M. Davis of New Orleans; the Young People's division was directed by Miss Muriel Day, of Cincinnati, representative of the Woman's Missionary Union, and the Sunday School division was directed by Rev. E. A. Echols of Austin, Texas, director of religious education.

Speakers on the program included Professor M. S. Davage of Atlanta, Ga., president of Clark University, and Professor L. M. McCoy, Holly Springs, president of Rust college.

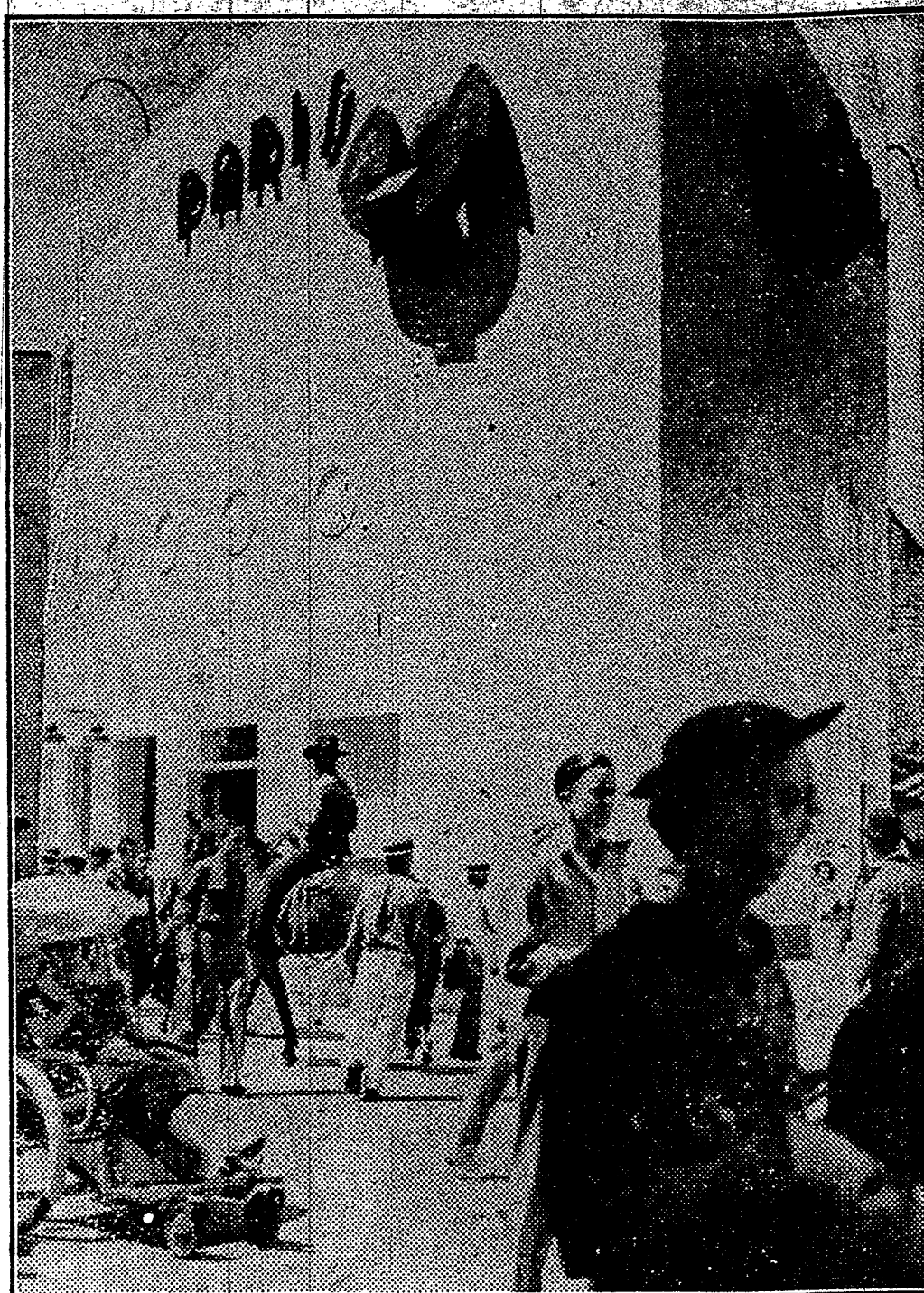
PICAYUNE POSTAL SITE IS SELECTED

Property for the new postoffice building in Picayune has been selected by the treasury department, according to an announcement made by Postmaster Thomas R. Pearson.

The proposal of Mrs. Jennie D'Antoni for the sale of property located on the southeast corner of Harvey avenue and Second street, dimensions 145x150 feet, in amount of \$6,500 has been accepted for the heart of the city and is also on U. S. highway No. 11. An appropriation of \$75,000 has been passed for this new federal building in Picayune. Postmaster Pearson is unable to announce when work will start on the erection of the building.

He—Did you think kissing is unhealthy?
She—I really don't know. I've never been . . .
He—What? Never been kissed?
She—No. I've never been ill after it.

Dallas Streets of Paris Thronged



BOAT CENTER OF FAIR FUN SPOT.—An exact reproduction of the outlines of the liner Normandie forms the front center of "The Streets of Paris," gay fun spot of the \$25,000,000 Texas Centennial Exposition which will run in Dallas until November 23. Flanking the ship is a French Village forming an open-air court of concessions.

Ex-Mississippi Slave, 107, Seeks To Regain Sight

"Uncle Henry" Winfield, who said he was 107 years old and a former slave of President Jefferson Davis of the Confederacy, will undergo an operation for the removal of cataracts from his eyes at a hospital, specialists decided at Memphis.

"I would like to have my eyes back for the remainder of my life," Uncle Henry said, shaking his head of thick, white, woolly hair.

The old negro said he gets a small pension from the United Daughters of the Confederacy and has papers at Nashville proving he was born at Lynchburg, Va., January 9, 1829, on the home place of Jefferson Davis' father.

Later, went to Kentucky and then moved to Davis Bend below Vicksburg, Miss. Marse Jeff Davis had four plantations all made into one. I was carriage driver for the missus. After we were freed, I farmed until I got too old. Then I was a gambler. I was good at any kind of gambling game.

"Then I got religion about 30 years ago. White folks have been helping me since then."

Give and Take

Marie—Are they in love?
Mazie—They must be. She listens to him describe a ball game and he listens to her telling how her cousin's new dress was made.

Mrs. Steigler, Hurt In Bay St. Louis, Dies At New Orleans as Result

Mrs. Charles F. Steigler, resident of New Orleans, in her sixties, died at New Orleans last Thursday and was buried in that city Friday. Her death was due to a fall sustained at her summer home in Bay St. Louis a few days previously, the former Black home in Ballentine street. She was taken to her home at 6120 Catina street where her condition developed to that point where it proved fatal.

She was the mother of Rene A. Steigler, superintendent of the N. O. Dock Board. Besides Rene Steigler, she is survived by her husband, Charles F. Steigler; two sons, Robert E. and Ben M. Steigler, and a daughter, Miss Aline Steigler.

Funeral took place Friday 3 p. m. at the P. J. McMahon and Sons funeral home, 4800 Canal street. Religious services followed at St. Dominic's church, 224 Harrison avenue, and interment was in St. Vincent de Paul cemetery.

Mrs. Steigler was a splendid woman, one of gentle character and Christian spirit and her untimely demise is widely regretted, both in New Orleans and in Bay St. Louis as well as elsewhere where she was so favorably known.

ECHOES OF THE NEWS

20,000 in Italy receive war bonuses from United States.

Relief cases show steady drop in nation.

Cotton crop estimated at 12,481,000 bales.

Landon, in speech at Chautauqua, urges freedom in education.

Peterson sworn in as governor of Minnesota.

Hitler increases army by 200,000; Reich press blames Moscow.

Power industry asks F. C. C. for 18 more radio frequencies.

War Department opposes nationalized munitions factories.

Overwhelming Roosevelt victory is seen by Guffey after a tour.

Agriculture officials consider that crop insurance is workable.

Roosevelt praises aims of people in peace mandate movement.

Wind erosion project reclaims section in the Utah Dust Bowl.

Shipping Board orders lines in debt to U. S. to obey neutrality.

Admiral Leahy is slated to be new head of United States fleet.

President Roosevelt considering a nation-wide tour in October.

Roosevelt plans post-election study of crop insurance.

Navy opens bids on six destroyers and three submarines.

CARDUI FOR WOMEN

MANY NEW BOOKS AT LIBRARY

Free Shelves Enriched This Week—Small Sum of Money Also Buys Many Volumes

We have chronicled larger lists of acquisitions to the shelves of the Hancock County Free Library than the one today reported; but seldom if ever have we seen a better-balanced and more enjoyable list than the one rolled up this week, every one of them for the free shelves.

Nine novels were the gift of the Misses Verna and Anna Mae Ploue, all of them interesting. Twenty-four were purchased—the spoils of the trip to New Orleans mentioned last week. In case the long roll of titles and the resounding names of the authors misled the reader into thinking the library is spending money too fast, we will whisper that, although in excellent condition, the books are second-hand, and the entire consignment was obtained for just three dollars. Here they are:

Of Human Bondage, by Somerset Maugham; Wet Wit and Dry Humor, by Stephen Leacock, (the only lecturer from this side of the Atlantic who is said to have made an Edinburgh audience shriek with mirth);

Reader, I Married Him, by Anne Green; Methodist Faun, by Anne Parish (do you remember her "Perennial Bachelor?"); Philippa, by Anne Douglas Edgewick; Deadfall, by Edison Marshall; Up Country, by Donald and Louise Peattie; Guided Halo, by Cosmo Hamilton; Speaking of Women by Louis Joseph Vance; Atmosphere of Love by Andre Maurois; Kindled Flame, by Margaret Fuller; Moonstone, Wilkie Collins' great mystery story, (first of the modern books known to the trade as "Who-done-it?") Grace Livingston Hill's City of Fire; Elizabeth Madox Roberts' Buried Treasure; Robert Benchley's Treasurer's Report; Kingdom Lost, by Patricia Wentworth; Borgia, by Zola Gale; Pilgrims of the Impossible, by Coningsby Dawson; Their Father's God, by O. E. Rolvaag; Isabel Patterson's Never Ask the End; Joseph Hergesheimer's Bright Shawl; and last but not least in any library, John Buchan's exciting tale of the last Plantagenet, Courts of the Morning.

Even with this momentous addition, the library has an appeal to make. It seems that the ancient game of chess has gripped this quiet little city by the sea, and there is demand for "a book about it—one with lots of problems." So far we have located only one, and that is about Japanese Chess, where the forty pieces all look alike, where you can put down and use a captured piece merely by turning him around, and where any piece except the King and the Gold General may be promoted to higher rank. We have struggled with it, but the text is too full of gentle little words like "naru" and "mochigoma" without much hint as to what they may mean in English. Wanted, a chess book! Has anybody got one in the attic? An ancient Hoyle will do, True, Hoyle is outdated and stops long before reaching the Queen's Gambit Refused which is today the last word in the royal game. But that gambit is for the Alekhines and the Capablanca's. A plain old Ruy Lopez or a Giuoco Piano is about as far as our tottering intellect can travel. We can avoid a "Fool-Mate" and that is about all.

Not So Public

The high school student went shopping. Spotting a classy suit he asked the clerk, "Can I try on that suit in the window?"

"Well," hesitated the salesman. "If you don't mind, we'd rather have you use the dressing room."

CLEAR TRACK AHEAD!

With "Go" signals showing all along the line, the American railroads are driving ahead to new triumphs in service and efficiency—going after business, and getting it, in a way to make any railroad man justly proud.

Of course the recent years have not been easy. But in face of tough times, these dependable carriers have made their bid for increased business by stepping up freight train speed by 43%, by cutting the running time of passenger trains, and by increasing their comfort by air conditioning, providing greater cleanliness, restful quiet, safe, agreeable travel at its best.

At the same time there has steadily gone forward a vast program of improvement—\$172,000,000 invested in the past six years in laying heavier rails—a third of a



Employs 26,000 people, breadwinners to many thousands more.
Payrolls amount to over \$40,000,000 per year. Buys over \$10,000,000 in supplies per year. Pays over \$4,000,000 in taxes annually. As a citizen, therefore, it contributes to the welfare and commercial interests of the communities it serves and those outside from which it purchases materials and supplies.

What the L & N Means to the Central South

It offers courteous, complete, fast and dependable freight and passenger service. It asks the patronage of the public in the hope that it deserves it.

News of the Week From King's Daughters Bay St. Louis Hospital

Mr. and Mrs. Charlie Mohley announce the birth of a baby boy 4 1/2 pounds at the hospital, August 27th. Both baby and mother are doing nicely.

Mrs. Rufus Shaw is a medical patient.

Mrs. Joe Hoda of Kiln is improving and will be able to leave the hospital this week.

Baby Rita Necaise, daughter of Mr. and Mrs. Herbert Necaise of Kiln is still confined to bed.

Mr. J. W. Wallace is a medical case.

Mrs. Archie Lee is also medical patient.

Mr. John Turcotte of Waveland, suffered a heart attack and is confined at the hospital.

An Amateur

Sonny—Daddy, do you think Job ever had stone bruises on his heels?

Daddy—No, son, I don't suppose he did.

Sonny—Gee, Daddy, he didn't know anything about summering, did he?

More Propaganda

Hooley—I understand they are planning to require every divorcee in the movie colony in California to wear a tag showing how many husbands she has had—as a warning to unsuspecting men.

Fooley—Oh, I don't think that would be practical. All the printing presses in the state couldn't print enough tags for the purpose.

alotabs
For Bloating, Sour Stomach, Flatulence, Nausea and Sick Headaches, due to Constipation.

207,300 Persons Visit Dionne Five In Single Month

From Toronto, Ontario, Canada, comes the information that time has not dulled public interest on the Dionne quintuplets. Honorable Davis Croll, their guardian under the crown, reveals.

He announced, according to International News Service, 207,300 persons visited the Dufos hospital at Callander last month. They arrived in 46,825 automobiles, 65 buses and two special trains. The number of visitors do not diminish but rather increases from time to time.

Or Anywhere

Tourist—Is it an offense to park on Main street in this town?

Native—No, sir; if you kin park on Main street there it's a miracle.

Brides, Too?

Bride—Dear, what is the true definition of a groom?

Hubby—Why, a groom is a man who takes care of dumb animals.

Modern Way

Gerald—Did you read "Alice in Wonderland" and "Through the Looking Glass?"

Geraldine—She was old-fashioned. If she'd been a modern girl she would have gone through a windshield.

FREE! about STOMACH TROUBLE
Explains the marvelous Willard Treatment which is bringing untold relief. Sold on terms. money-back guarantee.
PRICELESS INFORMATION for those suffering from STOMACH OR DUODENAL ULCERS, DUE TO HYPER-ACIDITY, POOR DIGESTION, ACID DYSPEPSIA, NERVOUS STOMACH, GASTRIC NEURASTHENIA, CONSTIPATION, BAD BREATH, SLIPPERY TONGUE, HEADACHES, DUE TO EXCESSIVE ACID.
Ask for a free copy of Willard's Message.

DELINQUENT TAX SALE FOR THE CITY OF BAY SAINT LOUIS, MISSISSIPPI.

Notice is hereby given that I will on Monday, the 21st, day of September, 1936, at the Front door of the City Hall at Bay Saint Louis, Mississippi, sell to the highest bidder for cash, the following described lands, delinquent for CITY, SCHOOL, SINKING FUND, WATER WORKS, SPECIAL SINKING FUND, and SPECIAL IMPROVEMENT FUND FUNDS, tax due thereon, for the year of 1935, or so much as will satisfy said taxes and all costs, to-wit:

NAME OF OWNER	NUMBER OF LOT	Number of Acre	City Fund	School Fund	Water Fund	Special Sinking Fund	Special Improve. Fund	Adm. and Soling	Ref. & Pw	TOTAL
Marie Anderson, 1 to 13 Inc. Salt Breeze	1	2.70	1.80	.90	1.20	.90	.35	.50	.80	8.55
Chas. Trumb, Jr., 108 and 107	1	6.00	4.50	1.18	2.98	1.43	.85	.50	.90	19.17
Henry Lochie, Est. 34	1	23.49	15.66	5.22	10.14	5.22	3.00	.25	.40	63.68
Laura F. Roman, 3, Leonard Sq. No. 17	1	4.97	3.31	1.11	2.22	1.11	.64	.25	.40	14.01
Manuel Alexander, 239	1	3.42	2.28	.76	1.52	.76	.44	.25	.40	9.68
Gar O. Rosher, Est. 300	1	1.46	.97	.32	.64	.32	.19	.25	.40	4.55
Gary O. Rosher, 40 West 70 feet, Uman Avenue	1	1.80	1.20	.40	.80	.40	.25	.25	.40	5.48
Justine Jones, 418 East part of Nacaise Ave.	1	2.25	1.50	.50	1.00	.50	.25	.25	.40	6.00
William Rednour, 155 to 158 Inc. Cazeneuve & Bordages	1	1.22	.81	.27	.54	.27	.16	.50	.80	4.57
Mrs. John Gaudinier, 34 and 35	2	17.35	11.70	3.90	7.80	3.90	.24	.25	.40	48.99
Minnie C. Deason, 460	1	5.22	3.48	1.16	2.32	1.16	.67	.25	.40	14.66
Gaston Tshard, 485 W 15 ft. of 487	1	6.61	4.40	1.47	2.94	1.47	.84	.25	.40	18.37
Mrs. John Gaudinier, 34 and 35	2	17.35	11.70	3.90	7.80	3.90	.24	.25	.40	48.99
Lillian H. Antoine, 71	2	2.34	1.56	.52	1.04	.52	.18	.25	.40	6.81
Libert Holmes, 159	2	3.06	2.04	.68	1.36	.68	.34	.25	.40	8.86
Ben Richardson, 159	2	3.60	2.40	.80	1.60	.80	.40	.25	.40	10.31
Marie Jenkins, 35, Engman's	2	3.15	2.10	.70	1.40	.70	.40	.25	.40	9.10
Marie Daugmont, 106 West 100 feet	2	1.44	.96	.32	.64	.32	.16	.50	.80	4.52
James A. Cleary, Est. 277	2	9.00	6.00	2.00	4.00	2.00	1.15	.25	.40	24.80
Karl Kuper, 6 Except E. 95 feet	3	9.08	6.45	2.15	4.30	2.15	1.24	.40	.60	28.62
Marie Perkins, 38, E. 92 feet	3	6.00	4.44	.88	1.76	.88	.44	.25	.40	16.88
August Saucier, 184	3	4.73	3.15	1.05	2.10	1.05	.60	.25	.40	13.23
Arnelia Paineau, 222	3	1.52	1.02	.34	.68	.34	.17	.25	.40	4.35
Eugene T. Cologne, 221 Ex. S. 20 feet	3	3.74	2.49	.83	1.66	.83	.47	.25	.40	10.67
Ellis Bank Jones, 232	3	3.47	2.31	.76	1.52	.76	.44	.25	.40	10.27
Angeline Fuller, 282	3	6.02	4.02	1.35	2.68	1.35	.77	.25	.40	16.83
Jeff Clark Est. 285	3	4.19	2.79	.93	1.86	.93	.54	.25	.40	11.89
Peter Ramond Est. 346 Ex. W. 120 feet	3	1.21	.81	.27	.54	.27	.16	.50	.80	4.57
Mrs. Ida Ramond, 349	3	4.19	2.79	.93	1.86	.93	.54	.25	.40	11.89
Laura Little, Est. 332 Ex. O. S. T.	3	3.15	2.10	.70	1.40	.70	.40	.25	.40	9.10
Laure Little, Est. 339 Ex. O. S. T.	3	6.00	4.44	.88	1.76	.88	.44	.25	.40	16.88
Mrs. Kate M. Walbrecht, Est. 5 and 6	4	31.19	20.79	6.93	13.86	6.93	10.02	.50	.80	56.61
E. B. De Pass, 48	4	5.63	3.75	1.25	2.50	1.25	.71	.25	.40	15.74
Leon B. Durayman, Est. 50	4	5.09	3.39	1.13	2.26	1.13	.65	.25	.40	14.30
Emma E. Carver, 173	4	6.75	4.05	1.50	3.00	1.50	.85	.25	.40	18.31
G. C. Garabold, 3, 9 and 10, Boulogne's	4	.30	.20	.07	.14	.07	.04	.05	.08	1.29
W. E. Berkes, 2, 4, 5, 6 and 11 to 14 Inc. Bay St. Louis Land & Improvement Company	4	1.35	.90	.30	.60	.30	.15	.20	.40	5.48

W. L. BOURGEOIS, Tax Collector and Commissioner of Finance, City of Bay St. Louis, Mississippi. This the 21st, day of August, A. D. 1936.

IN NEW ORLEANS

The Roosevelt

750 OUTSIDE ROOMS with Bath

Jas. PAT O'Shaughnessy

Warm cordiality, an atmosphere of rare beauty and good taste, a sincere regard for your well-being—plus the modern equipment, service and the fine, satisfying foods that make comfortable living away from home possible. These indispensable things are yours to command at the most moderate tariff.

"Pride of the South"

MUTCHLER & ASHTON

COAST SERVE-SELF
Grocery and Market

Echo Building — Bay St. Louis, Miss.

FOR FRIDAY & SATURDAY, SEPT. 4-5.

Cloverbloom Butter, pound rolls,	35c
Seedless Grapes, per pound	6c
Potatoes, No. 1, 5 pounds	15c
Lemons, per dozen	20c
Maxwell House Coffee, pound	25c
Del Monte Coffee, pound	25c
American Ace Matches, large box, 3 for	10c
Premium Pears, No. 2 1/2 can, 2 for	35c
Obelisk Flour, 20 pounds	98c
Meat Bargains	
Baby Beef, whole leg rump off, pound	15c
Baby Beef, whole rump, pound	15c
Baby Beef, Round for steak or roast, Cut any size, lb.	19c
Baby Beef, Loin for steak or roast, Kidney out, pound	15c
Baby Beef, Loin for steak or roast, cut any size, pound	19c
Baby Beef, whole, shoulder, rib off, lb.	7c
Baby Beef, shoulder roast, cut any size, lb.	10c
Baby Beef, whole rib roast, pound	13c
Baby Beef, Prime Rib Roast, pound	15c
Ground Meat, for meat loaf or hamburger, 2 pounds for	25c
Short Ribs for Stew, pound	5c
Armour's Star Sliced Bacon, pound carton	37c
Black Hawk Sliced Bacon, pound	35c
Fresh Dressed Fryers, pound	25c

The Sea Coast Echo

POLITICAL
ANNOUNCEMENTS

FOR MAYOR

The Sea Coast Echo is authorized to formally announce the candidacy of

HON. G. Y. (BULL) BLAIZE
for re-election as mayor of the City of Bay St. Louis.

FOR COMMISSIONER

(Re-election)

The Sea Coast Echo is authorized to formally announce the candidacy of

W. L. BOURGEOIS
H. GRADY PERKINS
for re-election as commissioner of the City of Bay St. Louis.

City Echoes

—Mr. Claude Younger of Alluvial, City, La., was a visitor to the Bay during the week.

—Mrs. Katherine Thomas was in New Orleans during the week to attend the wedding of a dear friend.

—Mr. Fred Dent left a few days ago for a short visit to Birmingham, Ala., where he is well known.

—Joe B. Burrow, cashier Merchants Bank & Trust Company, spent Tuesday in New Orleans in the interest of business.

—Misses Nathalie, Gloria and Manuella Borno of New Orleans are visiting their grandmother, Mrs. L. Borno at her home in Touline St.

—Mrs. Antonio Campbell has been the interesting guest of her relatives, Mr. and Mrs. John de Ben at their home on South Beach Front.

—Misses Marcelle, Julia, Yvonne, and Andre Menou, have returned to their home in Iota, La., after spending some time at the Menou summer home.

—Miss Irwina Lorch was the house guest of Miss Kathleen Renshaw at the home of Mr. and Mrs. H. S. Renshaw, several days during the past week-end.

—Mrs. Mary Dausner has as her guest her nephew, Joseph Palumbo of New Orleans. He is the son of Anthony Palumbo, author and philosopher.

—Miss Catherine Weil, Mrs. Gertrude Starnes and Mr. H. Bremner of New Orleans are house guests of Mr. and Mrs. Francis J. Bopp and family.

—Miss Virginia Ross of Pelahatchie is the lovely guest of her aunt, Mrs. W. O. Sylvester and family. Miss Ross has been the recipient of many flattering social attentions, several entertainments having been given in her honor.

—Miss Thelma Pizze who has spent the summer visiting relatives will return to the home of her parents in Front Street preparatory to entering school.

—Miss Ethel Sylvester entertained at "Michigan" complimentary to their house guest, Miss Virginia Ross of Pelahatchie, Miss. The affair was a delightful success.

—Mrs. A. Nunez has returned to finish the season with her sister, Mrs. L. Borno after attending the nuptials at New Orleans of her son, Harry Nunez and Miss Yvonne Koski.

—Mr. and Mrs. D. M. Ducoing whose pretty home is often the scene of pleasant entertainment, recently had as their guest their sister-in-law, Mrs. A. R. Grillo of New Orleans.

—Mr. and Mrs. Hilary Gaudin of New Orleans spent the week-end visiting at the home of their relatives, Mr. and Mrs. Joseph J. Grevenberg and family, Court street, Mr. Gaudin, Mrs. Grevenberg's nephew.

—Mr. and Mrs. A. Dechaux, residents of New Orleans, were week-end visitors to Bay St. Louis, registered at The Answer, visiting their friend, Mrs. J. H. Bonck, who is spending the summer on the coast.

—Mrs. R. Rugan and son, Ralph, returned home Tuesday from a vacation trip to Texas, where they visited relatives for a ten-day period. Ralph, Jr., enters his senior year at St. Stanislaus College next week.

—Mr. and Mrs. P. L. Dupont with their fine sons, Pierre and Jimmie are devoted to water sports and were joined here by New Orleans friends who participated in their favorite amusement.

—Mr. and Mrs. N. Dick and family, who have been occupying the former Episcopal rectory, have moved to the Schiro bungalow across the street, in Carroll avenue, where they are cozily domiciled, and "at home" to their friends.

—Among interesting visitors to the Bay Sunday were Mr. and Mrs. H. G. Merstens, Jr. and their daughters Rita Mae and Marilyn and Mr. Henry Wendling. Mr. Wendling has many friends on the coast and is especially popular at the Bay.

—Miss Audrey Claire LeBreton, of New Orleans, after a stay of two weeks, guest of Mrs. J. H. Bonck and daughter, Miss Juanda Bonck, has returned to her home. While here Miss LeBreton participated in many of the numerous pastimes on the coast, willing away the summer.

—Mr. and Mrs. George Power of Jackson, while motoring on a vacation tour of the coast and South Mississippi, spent part of Monday visiting Bay St. Louis friends. Mr. Power is well known over the State as a son of the late Secretary of State Jos. L. Power, and is secretary of the Mississippi State Bankers' Association. There is no better known bank of the State.

—Mrs. Leo O'Neill with her daughter, Mary Margaret of Washington, Indiana, is here visiting relatives at Kinn and friends at the Bay. Mrs. O'Neill was formerly Miss Leona Nease. She has resided continuously in Indiana since her marriage.

—Miss Blanche Stauffer, of Abbeville, La., arrived Thursday evening to be the house guest of Mrs. Walter J. Gex, Jr., for an indefinite period. Miss Stauffer was a member of the party with Mrs. Gex visiting Monterey and Mexico City during the present summer.

—Miss Inez Bonney, resident of Enterprise, Miss., who has been a guest of her aunt, Mrs. J. C. Buckley, left Tuesday morning for her home after a delightful visit. She returned home with friends who had been visiting at Gulfport.

—Following a short stay in recreational pastimes, Misses Elaine and Dolly Bernissant left Monday on their return to their home in New Orleans. They made many friends while here and their return next season will be anticipated.

—A matter of interest to the many friends of the V. E. Lizana family is the recent birth of a son to his daughter Mrs. Edm. Aims, formerly Miss Elise Lizana. This is the second child born to Mr. and Mrs. Aims, who reside in Waveland at the Lizana home.

—Master Peter Juden, preparatory to resuming his studies at St. Stanislaus college, is spending a while in New Orleans visiting friends and relatives and visiting the various places of interest in the old and interesting city before returning home.

—Mr. and Mrs. Albert Jones, Jr., of New Orleans spent a week here visiting their parents Mr. and Mrs. Albert Jones, Sr. On their return to the city they were accompanied by their mother Mrs. Albert Jones, who will undergo medical treatment.

—Mr. and Mrs. A. Schindler and son, Allen, left during the early part of the week, taking back with them to New Orleans pleasant memories of a week's stay in Bay St. Louis and visiting the balance of the Coast section while here.

—Mr. and Mrs. Wegner and family, whose names number on the long list of guests at The Answer this season, returned to their home in New Orleans, after spending a fortnight on the coast, and returning home good boosters for Bay St. Louis.

—Mr. Harold L. Muller, who resides in the uptown section of New Orleans, spent the week-end visiting his family, sojourning at The Answer, popular family hotel in Union Street. Mrs. Muller and family will remain a while longer in this section of health and pleasure.

—Mr. Jerry Dickson is visiting at the home of his parents, Mr. and Mrs. Laurent Dickson, and will remain until opening of L. S. U., at Baton Rouge, where he will resume his studies. He has been employed all during school vacation in Louisiana.

—Col. Leo W. Seal and Clerk of the Courts A. G. Favre, attended the Harrison rally and jubilation at Jackson last Thursday night of which they were special guests, being warm personal friends of the Senior Senator. They made the trip to and fro that evening.

—Mr. and Mrs. G. Moran, Jr., and sons, Lucien and Cheri, of New Orleans came out for the day Sunday, accompanying back that evening Miss Lettie Moran, who visited Miss Juanda Bonck, who is vacationing here for the entire summer, as one of the popular members of the younger set.

—Mrs. James Nettles and family and mother, Mrs. H. Turpin, well-known residents of the Crescent City, are among the many spending the summer-end in Bay St. Louis and are delightfully located at The Answer, enjoying the many delights so generously afforded in this section of the Gulf Coast.

—Mrs. John De Blieux of Clermont Harbor and Mrs. Margaret Watson of Plaquemine, who is the summer guest of her sister, Mrs. DeBlieux, have returned from a delightful visit to the families of Ivan R. and John Doda De Blieux at Jacksonville, Florida.

—Mrs. Ivan De Blieux, formerly Miss Lucille Wells, popular belle of New Orleans and Bay St. Louis.

—Miss Mary Aline Wible, a demure and lovely young lady of Memphis, Tenn., and an employee of a bonding company of that city, spent a pleasant two weeks vacation as the guest of her aunt, Mrs. Maude Smith, at the home of Mr. and Mrs. E. S. Drake, in Ulman avenue, returning last Friday morning. During her sojourn, she proved herself an enthusiastic and successful fisherman and, quite probably, like most pretty Memphis ladies, did not neglect her art at angling of even more popular kind.

—Late reports from the bedside at a hospital in New Orleans of Mrs. W. McDonald is to the effect she is rapidly improving from the ordeal of the knife, in the competent and skilled hands of Dr. Isadore Cohen of New Orleans. Mr. McDonald had a simple growth removed from the side of her neck, found not to be of malignant character.

Protect Your Child Against
...INFANTILE PARALYSIS...

USE...Alum-Picric Acid Nasal Spray

We Guarantee This Spray To Be Compound-
ed Exactly According To The Formula of the
United States Public Health Service

WHY WAIT - LET US SUPPLY YOU NOW

L. A. de MONTLUZIN SON

REGISTERED PHARMACISTS

Prescriptions — Pharmaceuticals — Biologicals

Personal and General

MRS. JOSEPH CHALONA
SON AND DAUGHTER ARE
HOME FROM EUROPE.

MRS. Joseph Chalona and son and daughter, Mr. Frank Chalona and Miss Joy Chalona, returned home during the week, from a tour of continental Europe, arriving in Bay St. Louis direct from New York City over the L. & N. route. Gone since the early part of June they visited the various countries of the Old World, including France, Italy, Germany, Switzerland, etc., and over to England where they visited London and surrounding country. A feature of their trip during the summer was a stay at the fashionable Riviera. Cool and cold weather prevailed most of the time during the journey and visit from country to country.

It is not necessary to say the trip was one of unceasing delight, this the second European trip of Mrs. Chalona in three summers. Paris was as gay and happy as ever, the party states, and the welcome and attention given to tourists in Italy and particularly Germany were high spots of the journey.

ARRIVE IN ADVANCE
FOR THEIR WORK AT
CENTRAL HIGH SCHOOL.

Prof. S. A. Clark has arrived in advance from his home in Mississippi, ready to resume his post as principal of Central School, and has taken his domicile at The Answer. Mrs. Clark will follow at a later date.

Others who have arrived and will also reside at The Answer for the school season are Miss Ione Tuttsworth, of Shelbyville, Tenn., librarian at High School; Misses Helen Flint and Helon Newsome, high school teachers, from Columbus, Miss., and Miss Geneva Simmons, of Blount, Miss., commercial classes, high school. They are ready for the opening of the city school Monday morning.

RETURN FROM STAY
AT KINGSFORD, TENN.

Mrs. (Dr.) James A. Evans, and children, Miss Alice Vivian Evans, and Master Jimmie Evans return home this week-end from their month's stay visiting relatives and friends at Kingsford, Tenn., where Mrs. Evans' Parents reside. They left early in August and have been enjoying the cool mountain climate since their arrival—away from the torrid heat of the month.

HOUSE GUESTS AT
RITAYIK VILLA LEAVE
FOR COLLEGE STUDIES.

Leaving for college after spending three months here at the summer home of their aunt, Mrs. Jos. J. Ritayik, on Waveland's fashionable beach, Miss Mae Killilea, Jack Killilea, Frank Killilea, Jr., left for their home in New Orleans first, accompanied by their parents, Mr. and Mrs. Killilea. Mrs. Ritayik also had as her guests for the summer her sister, Mrs. Feanery Rice, who, with her sister, are well known in women's club circles of New Orleans.

FORTHCOMING
MARRIAGE OF FORMER
RESIDENT ANNOUNCED.

Invitations have been received in this city from New Orleans announcing the forthcoming marriage of Ursula Marie, daughter of Mr. and Mrs. Rufus H. Prados, former Bay St. Louis residents, to Mr. Charles Clarence Savoie, the happy event to take place on Wednesday, the ninth day of September, at ten o'clock in the morning, at St. Stephen's church, New Orleans.

Finds Conditions Improving.

V. E. Lizana, resident of Waveland, and commercial traveler, recently returned from an extensive tour of Florida. His business is calling on merchants and places him in a position to observe the business trend. He claims business has considerably improved to a material extent. Both the businessman and farmers are more cheerful over immediate and future prospects. That property is returning there is no doubt. We will soon be back to normal, he said. Mr. Lizana, on returning from this trip, immediately planned a tour of Kentucky and Tennessee in the interest of the firm he represents.

Literary Woman Visits.

Mrs. Ida V. May Hardy, wife of the late Judge Hardy, who now resides east of Gulfport, was a visitor to Bay St. Louis Monday, visiting Mr. and Mrs. Thos. P. Hales, Mr. John Shansy and Miss Shansy and Mr. and Mrs. C. G. Moreau, friends of former days. Mrs. Hardy has returned to the Coast after an absence of twelve years spent in California, where two of her three stalwart sons reside, the other with her. Mrs. Hardy is best known for her magazine writings and recently issued a volume of prose, "Twilight Meditations." She was managing editor for many years of The Southern Magazine.

Music at Mandeville Home.

Mr. and Mrs. Ernest Mandeville have as their house guest, Miss Lillie V. Hawkins of New Orleans. The Mandevilles know the secret of hospitable entertaining and there is never a dull hour in their lovely home in Waveland avenue. He with his violin accompanied by Mrs. Mandeville, who is a brilliant pianist, fills the evenings with sweet melody. The days are a round of delightful drives on the beach and through the piney woods.

Uncle Charlie's Nite Club,

Bay St. Louis, Miss.

"Oldest Club on the Coast"

-- Presents --

BLUE MELODY ORCHESTRA
Saturday Night, Sept. 5th.LADIES FREE Make Reservations
GENTLEMEN \$1.00 Plus Tax 20c

FRIDAY SEPT. 4 to WEDNESDAY, SEPT. 9TH.

Ladies and Misses 89c and \$1.00 Sandals — 59c

One lot Ladies' and Children's Dresses

Were 69c to \$1.00 — Your choice 2 for \$1.00

Boys' School Pants, were 75c to \$1.50—Now 69c

Men's Wash Pants, were 89c to \$1.50—now 69c

We will close Monday, Sept. 7th. — Labor Day

BAY MERCANTILE CO.

Two Texas Governors on Midway



ALLRED AND NEFF RELAX A BIT.—Gov. James V. Allred found a bit of time to frolic on the \$5,000,000 Midway as he helped open the Texas Centennial Exposition in Dallas. He is shown here pushing former Governor Pat Neff, now president of Baylor University, in a ricksha. Janice Jarratt, "Sweetheart of Texas," is in the other ricksha.

To Move to New Orleans.

Captain and Mrs. Kenneth McIntosh who have made their home at the Bay for the past year will leave shortly to reside permanently in New Orleans. They are a delightful couple and well worth knowing. During their stay here they have made a number of friends. Their house guest for the past week was Mrs. Horatio Peirce of New Orleans.

An Old Age Pension
Club Asked To Be
Formed in Bay City

People interested in the old age pension from 60 years up and all sympathizers in the county are to meet at Bay St. Louis at 10 o'clock on September 14, for the purpose of registering and electing chairman and secretary so that we will be in shape to handle the next call meeting of the legislature to make a demand for the \$300.00 per month. J. L. Burke, secretary-treasurer Old Age Pension Club, at Charleston, Miss., says, "all other projects by our state have been matched except the old age pension the most important of all. The government has given us \$15.00 and it is up to us to make the state do the same." State organizer, Mr. Robinson, will be in Bay St. Louis to help get started and will tell what to do to get the pension at once, so it is stated.

Facts About Mississippi.

Pearl River county has the lowest per capita indebtedness of any county in the state.

In 1920 the population of McComb was 7,775 and that of Greenwood 7,795. In 1930 the population of these two cities was the same, 10,057.

One of the chief duties of the Mississippi State Planning Commission is to prepare and perfect a State Master Plan for the physical development of the State.

Only 0.4 per cent of the total population of Mississippi is foreign born.

In 1934, 35.7 per cent of all land in Issaquena County was owned by the State.

CELEBRATES FIFTH
BIRTHDAY ANNIVERSARY.

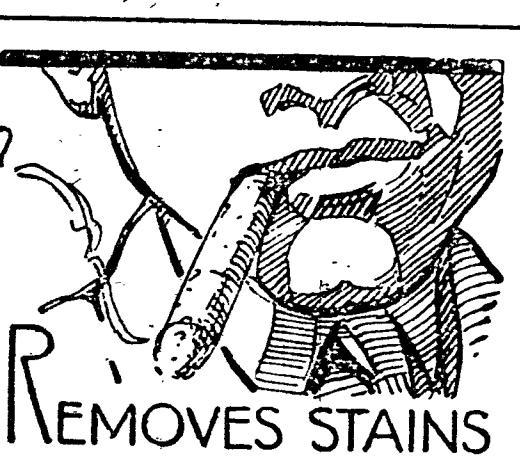
Little Miss Margalo Damborino was the honoree, last Friday afternoon, August 28th, on the occasion of her fifth natal anniversary, at the home of her parents, Mr. and Mrs. John Damborino, in Union street.

Quite a number of her little friends were present to wish her well and a delightfully enjoyable time was had by all. The usual games were participated in, prizes going to the lucky winners.

Refreshments of ice cream and cake were served, each little guest receiving an individual small cake, similar in design to the larger birthday cake, which was decorated in pink and white.

Many beautiful remembrances were received by the happy little honoree and will serve as souvenirs of the joyous occasion.

Matthew Bottmann, resident of Pontchartroula, La., walked from his place of abode to New Orleans Monday, a distance of 49 miles in 11 hours plus. What was accomplished by this feat (?) was not revealed. If so much wasted time and energy were put to constructive than would be the result of worthy accomplishment. But the average person has a predilection of doing what he or she would like to do, regardless, even though it means nothing.



REMOVES STAINS
The tobacco user pays the penalty of stained teeth. . . ZLO-DINE, the perfect dental cream, removes nicotine and other stains . . . dentists & druggists recommend it.

Made in Mississippi

